

Public Art & Cultural Commission **2014** Annual Report

The Public Art & Cultural Commission met the fourth Thursday of each month at 4:00pm in the first floor conference room of City Hall. *Future meetings will be every other month beginning in January 2015.*

Mission

The Commission works to facilitate public art in public buildings and public spaces; engage the creative sector as a major attraction for artists, cultural tourism, and economic development; encourage public confidence for and appreciation of the arts in Asheville; build partnerships and collaborations throughout Asheville's creative community; and aid in strengthening the organizational structure of public and cultural arts delivery.

Key Accomplishments

Public Art Maintenance Plan

- **Installed Donor Bricks (June)**
- **Public art collection quarterly condition report** completed (**June**) and used to set work plan for FY15.
- **Urban Trail plaque Spring cleaning** completed. (**July**) Parks & Recreation was provided a condition report for those plaques which need more work and this was added to FY15 maintenance listing.
- **Status of artwork identified in the condition report** was prioritized for cleaning on UT #2 Crossroads, #3 Stepping Out, #11 Historic Hilltop, #14 Shopping Daze, #19 Dixieland, #22 Civic Pride, and other miscellaneous plaques. The following was completed:
 1. UT#2 Crossroads – replaced donor plaque. (**August 2014**)
 2. Conversation Piece #4 – installed artwork plaque. (**August 2014**)
- **Rhythm of Time** (US Cellular Center Terrazzo Floor) – installed artwork plaque. (**August**)
- **UT Station #15 Market Place** (redesign station) – under contract and still working with artist to incorporate the bonnet. (**November**)
- **UT Station #13 Appalachian Stage** – under contract to replace fiddle on quilt sculpture expect completion by (**December**)

Public Art Acquisitions

- **Col. Robert Morgan Memorial (August)** – project approved 2008 and completed this year with a dedication on 8.14.14. The PACC was presented the new design at their regular meeting in July and attending the ceremony was Chair Guillo Rodriguez and city staff.
- **E.W. Pearson Mural (September)** – installed on the Burton Street Community Center back wall. Mural donated by Burton Street community leaders to the city. Ian Wilkinson created the mural for this community.



- **51 Biltmore / Aloft Hotel Public Art Project (November)** – “The Daydreamer” was the work of artist team Ian Wilkinson and Alex Irvine.



Internal Policy for Public Art

With public art acquisition's move to Community & Economic Development, discussions began regarding the public art 1% policy and that it needed an internal process to provide guidelines for this funding through the City's Capital Improvement Plan (CIP) and assist city departments in the planning of this funding. The policy went into affect December 1st and will begin with the FY16 fiscal year. City staff has been advised of this internal policy and it was presented by staff to the Public Art & Cultural Commission with their unanimous approval of the process and excitement about the next steps.

The projects below show the City's continued commitment to the one percent (1%) toward eligible capital projects for the acquisition and commission of new works of site-specific art in public building and public places. There five (5) future projects through the Capital Improvement Plan in which new artwork will be acquired:

- WNC Nature Center's Entrance Gate
- Beaucatcher Greenway
- Town Branch Greenway
- Clingman Forest Greenway
- French Broad River Greenway

This continues to signify the most new art acquisition the City has seen since the completion of the Urban Trail. The art components of the greenways will be determined once the construction design is complete. The city's funding received this year through Tourism Development Authority, Tiger VI, Duke Progress Energy and the City's match will begin the process of many of these projects with the addition of the River Arts District infrastructure. Commission members volunteered, appointed and are still committed to serve on review panels for new artwork development at these locations.

Other Public Private Partnerships Projects Completed or under Consideration

- **Asheville Downtown Association** would like to commemorate the downtown area growth with a piece of public art. They are currently fundraising and have submitted an application to the City which will be discussed by the Acquisitions Subcommittee January 2015. This project is slated for Lexington Avenue and has been reviewed by Public Works staff.
- **East end Community** would like some type of public art to tell the history of their neighbourhood. No application has been made just discussions.

PACC Subcommittees

- **Acquisition (Guillo Rodriguez, Chair)** – met this year to approve the E.W. Pearson Mural and the installation of the Col. Robert Morgan Memorial
- **Education (Chair Vacant since June)** – PACC wanted to look at committees in the visioning process and has rolled this committee into Outreach/Marketing activities
- **Community Engagement & Partnerships (Gwynne Rukenbrod Smith, Chair)** – worked in conjunction with the Chamber EDC and Asheville Arts Council on an event showcasing Native American art through ONABEN (<http://www.onaben.org/>) and the Sequoyah Fund (Cherokee, NC / <http://www.sequoyahfund.org/>) – July; Gwynne also serves as PACC representative on the Buncombe Cultural Alliance (BCA - <http://ashevillearts.com/the-buncombe-cultural-alliance/>).
- **Urban Trail (Jaan Ferree, Chair)** – information updates to the audio which will be incorporated in the UT updates for 2015; committee representatives active in the selection of artists for UT Stations #13 and #15.
- **Advocacy (Jen Bowen, Chair)** – has assembled committee of volunteers and working on a **Mural Arts Project** recommendation to bring to PACC which would be an additional alternative to the current Graffiti Initiative of the City.
- **Public Art Maintenance (Sharon Trammel, Chair)** – this committee has worked with volunteers to clean the UT (Spring 2013) which is now completed through contracting but continues. This committee will not be needed going forward with staff meeting monthly on maintenance, repair and acquisition projects.

Presentations/Community Participation

- PACC members, Guillo Rodriguez, Jaan Ferree, Gwynne Rukenbrod Smith along with city staff presented on the 1% for art program highlighting the recent projects at the Creative Sector Summit **(March)** on Friday and attended the Saturday visioning for BCA. Staff participated in all three days of the conference and the City was a contributing sponsor.
- Gwynne Rukenbrod Smith serves as PACC liaison for the Buncombe Cultural Alliance, a community forum of arts & civic organizations aimed at supporting the creative economy in Asheville. This year's activities included support for application to the National Endowment for the Arts "Our Town" grant for cultural asset mapping.
- Vice Chair Gwynne Rukenbrod Smith represented PACC along with Chamber EDC and AAAC in hosting the ONABEN event highlighting Cherokee traditional art at the Visitor Center in Asheville. The event also provided an opportunity for the artists to sell at the center just prior to a reception in the afternoon. **(July)**
- Chair Guillo Rodriguez and staff liaison, Brenda Mills attended the Grand Opening of the AAAC new space at the Grove Arcade. **(August)**
- Chair of PACC (Guillo Rodriguez) has been attending the Asheville Area Riverfront Redevelopment Commission meetings to listen to plans and next steps. **(on going)**
- Staff members Brenda Mills (PACC liaison), Basil Punsalan (Cultural Arts Administrator) and artist, Ian Wilkinson (51 Biltmore Project) presented to Leadership Asheville Seniors **(November)** on the city's public art program held at Handmade in America.
- PACC representatives and city staffers, Brenda Mills and Debbie Ivester attended and participated in PechKucha hosted by the Asheville Design Center – **November topic was public art**. PACC presenters included Guillo Rodriguez and Jen Bowen. **See link to story:** <http://www.ashvegas.com/public-art-is-topic-for-pechakucha-night-in-asheville-on-nov-14>
- Staff & various PACC members attended the Buskers Forums hosted by the Asheville Downtown Association. **(November and December)**
- Staff presented the new 1% for public art internal policy to the Downtown Association **(December)**
- Contacted by cultureNOW, a non-profit which supports art collections and artists – the city's public art collection is now listed at <http://www.culturenow.org> – search for Asheville Public Art. **(December)**

Public Art Masterplan

Staff recommended that the City conduct a more current master plan for public art. The PACC discussed this in their meeting in August and gave their approval in September. The members of PACC will be involved in this process to update the next steps for the City's public art program.

Board Profile and Operations

- Board members Julie Calhoun-Roepnack and Leslie Klingner rotated off June 30th and they were recognized for their years of service to the citizens of Asheville.
- Nominating committee formed (April) with the purpose of nominating a new chair and vice chair (Gwynne and Jaan appointed by the board). Chair and Vice Chair nominations presented to board for vote. Terms to end June 2015.
- PACC vacancies filled with new members Jay Fields and Jennifer Bowen whose terms began July 1st.
- PACC conducted an initial planning session in August and worked each meeting to refine their goals and next steps. They will continue in 2015 with visioning which will include the assistance of David Carr, Asheville Way Facilitator.

Board Roster at the close of 2014

Robert Todd	Constance Richards
Gulliermo Rodriguez, Chair	Victor Palomino
Sharon Trammel	Jenny Bowen
Gwynne Rukenbrod, Vice Chair	Jay Fields
Jaan Ferree	Councilman Cecil Bothwell, City Council Liaison

Transition of Public Art and Cultural Events

- Staff liaison attended the ***Americans for the Arts (AFTA) Annual Convention*** (June) - great opportunity to hear about:
 - How art can translate data
 - Increasing grant access without sacrificing accountability
 - Meet and ask the NEA
 - Participated in interest group topics and breakout session topics
 - Toured Nashville, TN on ARTventure tours
 - Expert roundtables
- ***Public Art internal policy*** approved and effective December 1, 2014.
- Community & Economic Development liaison and Parks staff meet monthly on the maintenance and repair of the public art collection and logistics for public art acquisition.
- Brenda Mills, ED Specialist, has conducted training sessions on ***Public Art Contracting at Riverlink*** since July on a monthly basis which a focus on explaining the City's Public Art Program, calls for artists, upcoming projects and other artist resources to get local artists connected for future opportunities. To date, this training has presented to 47 artists, design professionals and business persons interested in the program.
- Staff liaison, Park & Recreation and Information Technology worked to update the Urban Trail website page and brochure highlighting with the assistance of ITS GIS team, audio to a storyboard version which is more user-friendly and easy to access (<http://gis.ashevillenc.gov/mapAsheville/UrbanTrail/>). Brochures updated with new contact information and links for distribution to the Chamber Visitor Center, Thomas Wolfe Memorial, and Asheville Art Museum.

Future Plans for PACC to Consider

- Mural Arts Project as alternative to graffiti removal which support local artists which includes the graffiti artists.
- Additional funding ideas for public art.